

URGENT

INTERCOLLEGIATE BROADCASTING SYSTEM

Memorandum

TO: All Men's and Coed Member stations

SUBJECT: Tex Beneke program

FROM: Paul F. Yergin, Business Manager

DATE: May 4, 1948

Final approval has been received for this program to be carried on all available stations in the above groups. The first program will go on Monday May tenth, unless delays occur in distributing the transcriptions, in which case the program intended for May tenth will be postponed to a later day in the same week. Programs for later weeks will go on at the regularly scheduled times.

The program is the Army Recruiting program put on standard stations. We will get it transcribed about three weeks after it goes out live.

On as many stations as can clear time then, the program will be broadcast on Monday evenings from 9:00pm to 9:30pm local time.

You will receive the transcriptions as far in advance of the scheduled time of broadcast as possible. If you do not receive them 24 hours in advance (or 12 hours for the May tenth program) wire me immediately for instructions. If the transcription subsequently arrives, wire me again to that effect.

There may be some delay in getting time orders to you for signature. My telegram of May 3 together with this memo and any subsequent correspondence with you on the subject may be taken as official authorization to broadcast the program. Time orders will be sent out as soon as the details have all been collected to go on them.

Later on, you will receive detailed instructions on making out affidavits needed for billing. A special procedure will be required, because of Army Finance Department accounting requirements.

Payment:

Rates for your station are shown on the enclosed rate card (except for a few stations on the Empire network). The contract will be subject to a 7½% group discount, followed by a commission of 15% to H.W. Ayer, the agency, followed by another 15% commission to the representative, Avery-Knodel.

In addition to the above, payments to stations will be subject to the following action of the Governing Council at its meeting of February 14-15, 1948 at Columbia University, in New York:

...70% of net national advertising receipts as obtained through the advertising representatives of IBS (after the commissions...have been deducted) accruing to Member stations, and 30% accruing to stations becoming Members after Feb. 13, 1948 be turned over to IBS...

This means that for most stations, after the above 7½%, 15%, and 15% successive deductions, there will be a final deduction of 70%, the remainder going to the stations. For new stations this final deduction will be 30%. It is possible that some special arrangement may be made in the case of stations on the Empire network in New York State.

IMPORTANT: If there are any doubts in your mind as to what to do, inquire immediately, don't wait, and don't make mistakes. Under no circumstances carry the program at any time other than that approved in advance. If you cannot carry it then, wire immediately for further instructions, suggesting an alternate time at which you can carry it.

THEY CAN BE USED IN ANY MANNER

RECEIVED

TO: All stations and local radio stations

FROM: Mr. J. Edgar Hoover, Director

DATE: May 1, 1938

Final approval has been received for this program to be carried on all available stations in the above groups. The first program will be on Monday, May 2nd, unless delay occurs in distributing the program, in which case the program intended for that week will be postponed to a later day in the same week. Program for later weeks will go on as the regular scheduled dates.

The program is the only advertising program put on standard stations as will not be transmitted about three weeks after it goes out live. On so many stations as can clear time then, the program will be broadcast on Monday evening from 8:00 to 9:30 p.m. local time. You will receive the instructions as far in advance of the scheduled time of broadcast as possible. If you do not receive them 30 days in advance (or 15 days for the day length program) write the immediately for instructions. If the transmission subsequently arrives, write me again to that effect.

There may be some delay in getting the orders to you for equipment. My telegram of May 3 together with this memo and my subsequent correspondence with you on the subject may be taken as official authorization to broadcast the program. The orders will be sent out as soon as the details have all been collected to go on them.

Later on, you will receive detailed instructions on setting out antennas needed for billing. A special procedure will be required, because of any finance department accounting requirements.

Payment: Rates for your station are shown on the enclosed rate card (except for a few stations on the radio network). The contract will be subject to a 1% group discount, followed by a deduction of 1% to 2% over the agency, followed by another 1% deduction to the representative, agency-local.

In addition to the above, payments to stations will be subject to the following action of the governing Council at the meeting of February 11-12, 1938 at Columbia University, in New York.

...70% of net national advertising receipts as obtained through the advertising representatives of 193 (after the commissions... have been deducted) accruing to other stations, and 30% accruing to stations becoming members after Feb. 1, 1938, be turned over to the...

This means that for most stations, after the above 1%, 15%, and 15% successive deductions, there will be a final deduction of 70%, the remainder going to the stations. For new stations this final deduction will be 30%. It is possible that some special arrangement may be made in the case of stations on the radio network in New York State.

URGENT: If there are any doubts in your mind as to what to do, inquire immediately, don't wait, and don't make mistakes. Under no circumstances carry the program at any time other than that approved in advance. If you cannot carry it then, write immediately for further instructions, suggesting an alternate time at which you can carry it.